

APPLICATION DATA SHEET

Application Information

Application Number::

Filing Date::

Application Type:: Regular

Subject Matter:: Utility

CD-ROM or CD-R?: None

Number of CD Disks::

Number of Copies of CDs::

Sequence Submission?: No

Computer Readable Form (CRF)?:: No

Number of Copies of CRF::

Title:: LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION
SYSTEM AND METHOD

Attorney Docket Number:: NTL-002

Request for Early Publication?: No

Request for Non-Publication?: No

Suggested Drawing Figure::

Total Drawing Sheets:: 9

Small Entity?: Yes

Licensed US Govt. Agency::

Contract or Grant Numbers::

Secrecy Order in Parent Appl.?: No

Applicant Information

Applicant Authority Type:: Inventor

Primary Citizenship Country:: Israel

Status:: Full Capacity

Given Name:: Yaron

Middle Name::

Family Name:: Reich
 Name Suffix::
 City of Residence:: Herzlia
 State or Province of Residence::
 Country of Residence:: Israel
 Street of Mailing Address:: 23 Habanim Street
 City of Mailing Address:: Herzlia
 State or Province of Mailing Address::
 Country of Mailing Address:: Israel
 Postal or Zip Code of Mailing Address:: 46379

Correspondence Information

Correspondence Customer Number:: 44966

Representative Information

Representative Customer Number:: 44966

Domestic Priority Information

Application::	Continuity Type::	Parent Application::	Parent Filing Date::
This application	Claiming the benefit under 35 USC 119(e)	60/537,032	01/20/04

Foreign Priority Information

Country::	Application Number::	Filing Date::	Priority Claimed::
PCT	PCT/IL2005/000075	01/20/05	Yes

Assignee Information

Assignee Name:: Nooly Technologies Ltd.
Street of Mailing Address: 23 Habanim Street
City of Mailing Address::
State or Province of Mailing Address:: Herzlia
Country of Mailing Address:: Israel
Postal or Zip Code of Mailing Address:: 46379